

## A Fresh Feminine Field

"Heretofore the fair sex have been identified with the motion picture chiefly in the role of actress," says E. F. Hunsicker, picture-play producer of California, "but of late woman has turned her talents into all branches of the work entailed in producing the most popular entertainment in all history."

"The scenario niche in the film industry has been occupied of late to a great extent by women, and some of our most ingenious screen drama has come from them. Now ambition is carrying them into directorial post."

"We are all familiar with the type of production that Lois Weber has given to the cinema art. Ida May Park, a veritable feminine wizard, whose special forte, the society drama, has won wide fame, and her picture, 'The Sign of the Cross,' is now one of the leading producer-directors. Mrs. Sydney Drew has deserted the lipstick and grease paint for the megaphone; Frances Marion, directing Mary Pickford, and Mari Holman, a new member of the sex in the field as assistant in the Dial Company's production of Holman Day's novel, 'King Spruce.'"

"When on the fact that photoplays must be made always with the feminine desire in mind—for women and girls compose the large majority of the audiences in our picture theaters—it is surprising that so few comparatively of their sex in the film industry have seen their special fitness for directing. Who but a woman can accurately gauge the romantic appeal that has so strong a hold upon the fair sex? Who can so well guide the artistic branch of the production in the preparation of attractive gowns, which compose so large an element of attraction in the up-to-date picture?"

"But of about 250 directors in the production field, there have been scarcely more than a half dozen women. I predict that their number will steadily increase for obvious reasons. The ideal thing in the making of a picture would be to secure the maximum result by getting the best balance with the incorporation of things that appeal specially to the masculine and feminine mind. Watch for the development of the woman director, I say."

Harry M. Crandall, always alert to every progressive tendency in the conduct of his theaters, has inaugurated another innovation in

### Playing With May-Gish

James Hensley, that sterling young actor who did such excellent work last year in "Moonlight and Honey-Suckles" and duplicated it this year in "Spanish Love," has a new picture assignment. This time it is as the leading man of Lillian Gish in "The World Shadow." Jerome Storm, a stickler for types, found in Mr. Hensley just the man he wanted to play in the De Gramsc story. After interviewing players for three weeks, Mr. Storm heaved a sigh of relief when the decision was reached. Mr. Hensley greatly admires Miss Gish and has waited the opportunity to play with her, so every one is happy, including W. L. Sherrell.

### Fawcett in Make-Up

George Fawcett, whose interest in the directorial and of pictures has recently kept him from appearing in the films, will be seen in "Idols of Clay," the third George Fitzmaurice production. Ethel Clayton, who returned last week from her vacation in Europe, will be seen soon in the Paramount picture, "The Sign of the Cross."

Adolph Treidler, whose magazine covers and posters have attracted wide attention, has been engaged to prepare a set of posters for the forthcoming William DeMille production, "Midsummer Madness."

Shakespeare and Marshmallows.

Evansville, Ind., Oct. 23.—Shakespeare, winners and marshmallows is the odd combination offered by Miss Lulu Robinson's high school English classes. "I take 'em out in the park," says she, "feed 'em hot dogs and marshmallows and then they play the 'Midsummer Night's Dream.' A good time and some education is had by all."

## B.F. KEITH'S

Daily 8:15 Sunday 2:00 Holidays 2:00, 8:00 Prices 25c, 50c, 75c, 1.00

Beginning Tomorrow Matinee and Ending Next Sunday Night 5:25 New Seats 25c at Daily Matinee, except Sat., Sun. and Holidays

On Its Way from Broadway

GEORGE JESSEL'S "TROUBLES OF 1920"

A Musical, Fanciful Satire on the Prevailing Bores Epidemic

12 Pretty Trouble-Makers in 6 Scenes

and Fred Holmes, Lulu Wells, Edwin Jerome, Sam Bennett and Ann Lowenwirth

Extra—Music and Mummery Mirthfully Mixed—Added

AL & FANNIE STEDMAN

In New Franks in Their "PIANO CAPERS"

Ethel Clifton Harry Lester Mason Miller & Bradford

In "Diamond Cut Diamond" "The Walter" "Typical Topical

With Jess Storm & Co. Lauchier & La Carte

Ethel Hopkins "Moments Musical" Miss Bobbie Gordone, the

Artist's Model; Bob Lee & "Tipi" Topics of the Day; Kinograms, etc.

Today, 2 and 5:15—Eddie Borden, Ruby Norton, etc.

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